

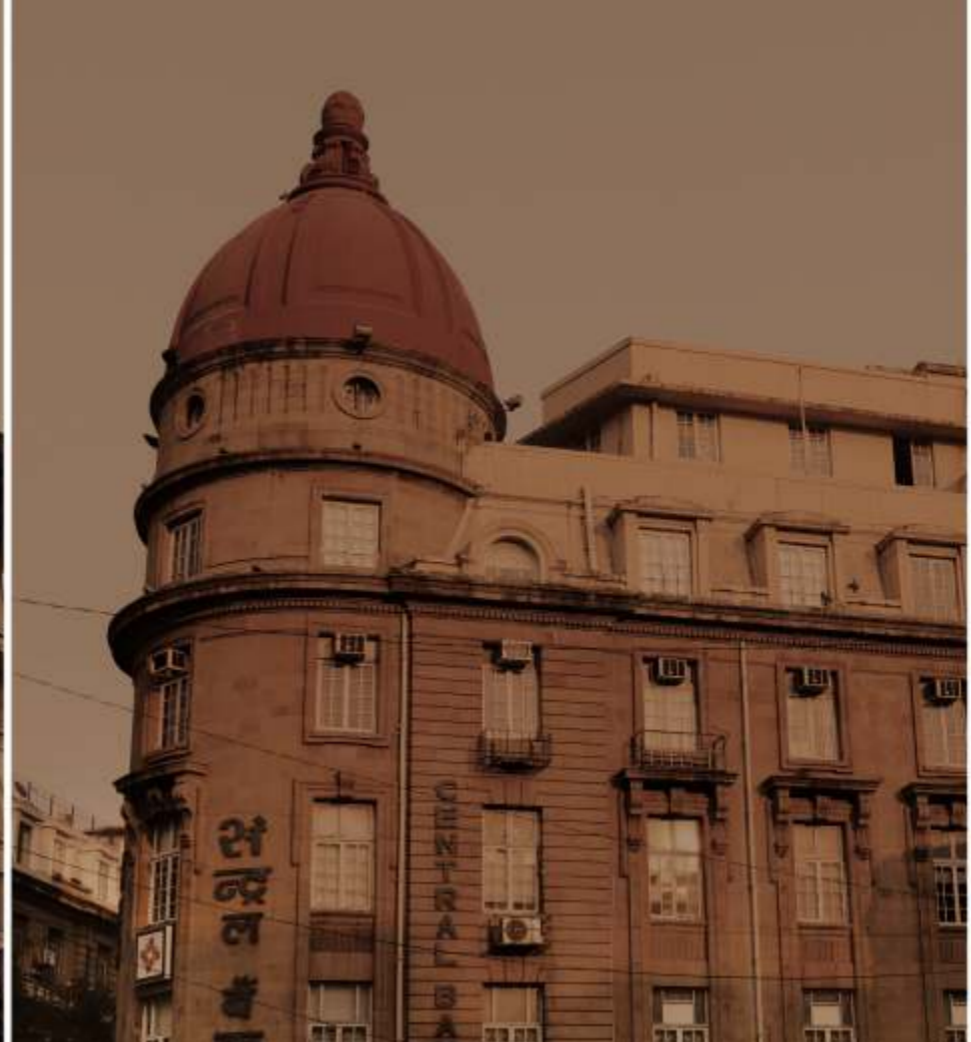
REVEALING  
YOUR STYLE CODE



— *By* —  
**PLATINUM CORP.**

ANDHERI - WEST

ART DECO INSPIRED  
1 & 2 BHK URBAN CHIC RESIDENCES



**REVISITING** COLONIAL BOMBAY - FREE ECLECTIC STRETCHES OF OVER 200 BUILDINGS THAT ARE REMINISCENT OF AN ARCHITECTURAL STYLE THAT SYMBOLISES LUXURY AND SUAVE MODERNITY

**REDISCOVERING** AN INTERNATIONAL STYLE WITH A DISTINCTLY DOMESTIC FLAVOUR, A STYLE THAT IS ABOUT INTEGRATING CONTEMPORARY LIVING WITH ART, AND TURNING LIFE INTO ART

**CELEBRATING** A STYLE THAT IS BOTH STRIKING AND BOLD, A STYLE THAT HAS MANIFESTED ITSELF WITH GREAT ZEST, COLOUR AND PLAYFULNESS

**REDEFINING** A DESIGN PHILOSOPHY THAT IS ABOUT FULFILLING A DEEPLY FELT NEED FOR A STYLE THAT IS NOT THREATENED BY CHANGE

**REINVENTING** A STYLE THAT IS TIMELESS - PLATINUM CORP DECODES THE "MUMBAI STYLE" OF ART DECO



A NEW ERA OF  
A BOLD AND LAVISH LIFESTYLE

DECODING  
GRANDEUR



LUXURY  
INDULGENCES

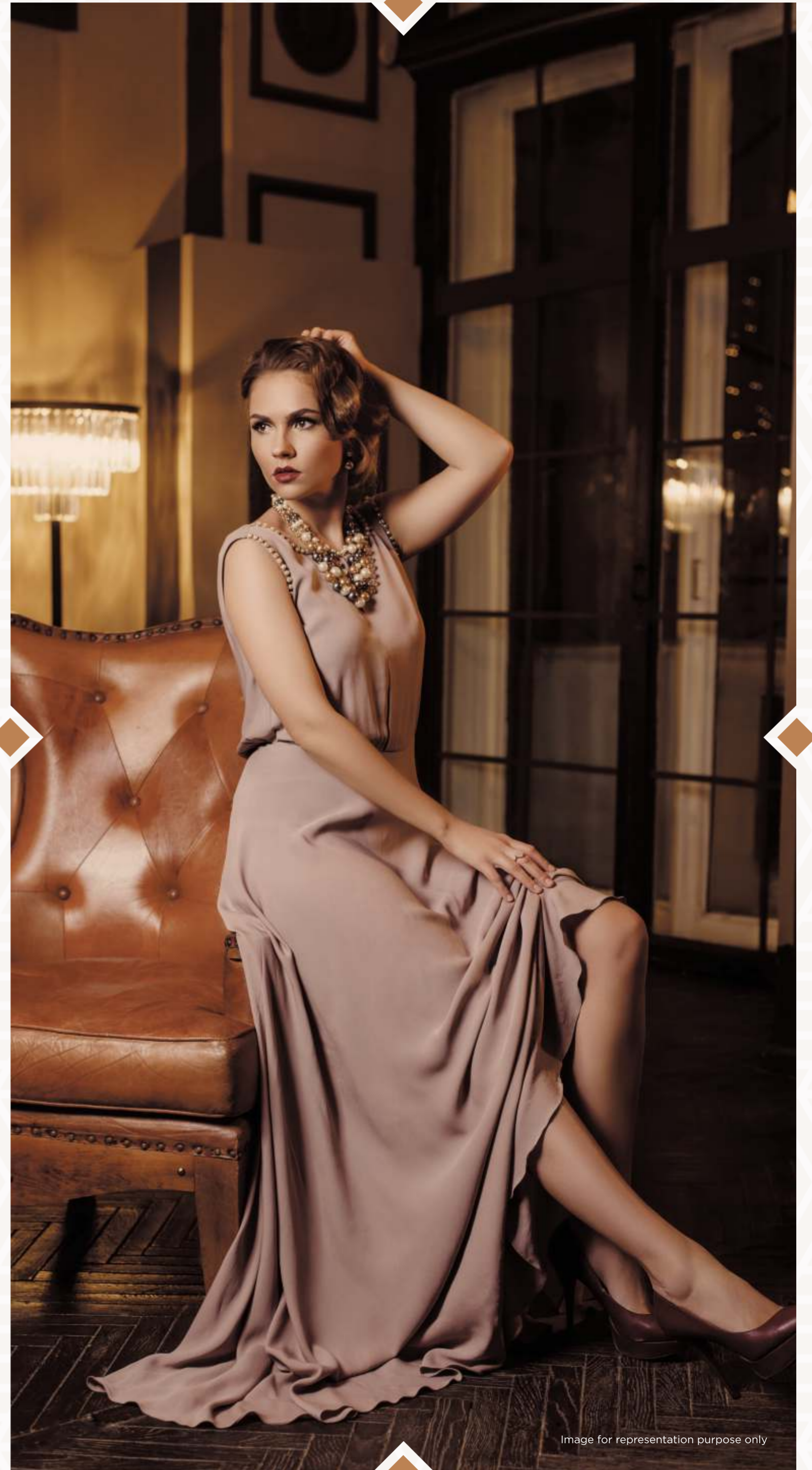


Image for representation purpose only



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A VIBRANT ADDRESS  
WITH A WORLD WITHIN

DECODING  
CONNECTIVITY

&

CONVENIENCES

A BENCHMARK OF  
SELF-EXPRESSION

DECODING  
SKY LIFE  
CELEBRATIONS

&

EXPERIENCES

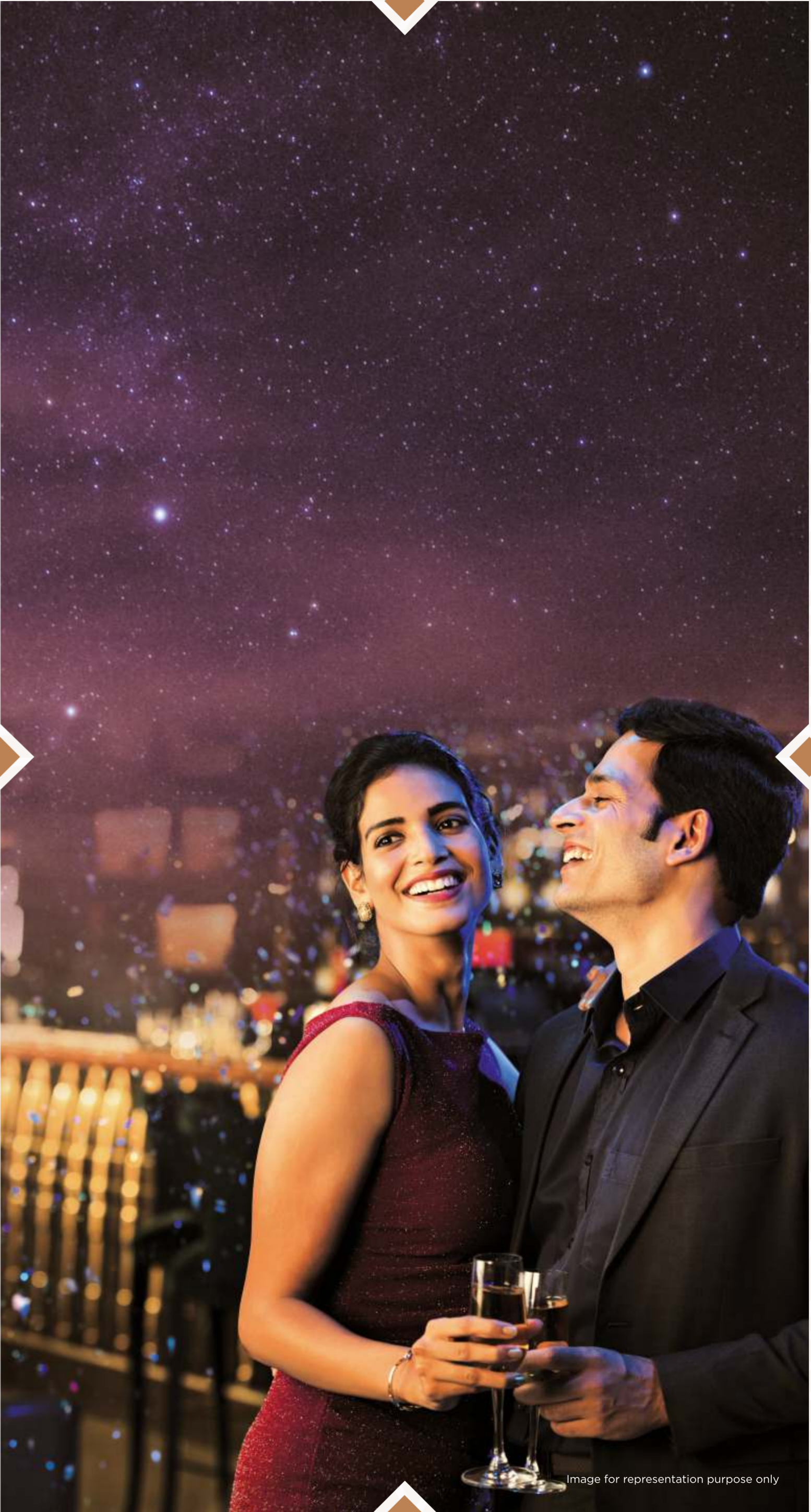


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A DISTINCTIVE LANDMARK  
SYMBOLISING BEAUTY  
AND CREATIVITY

DECODING  
ORNATE SPACES



OPULENCE

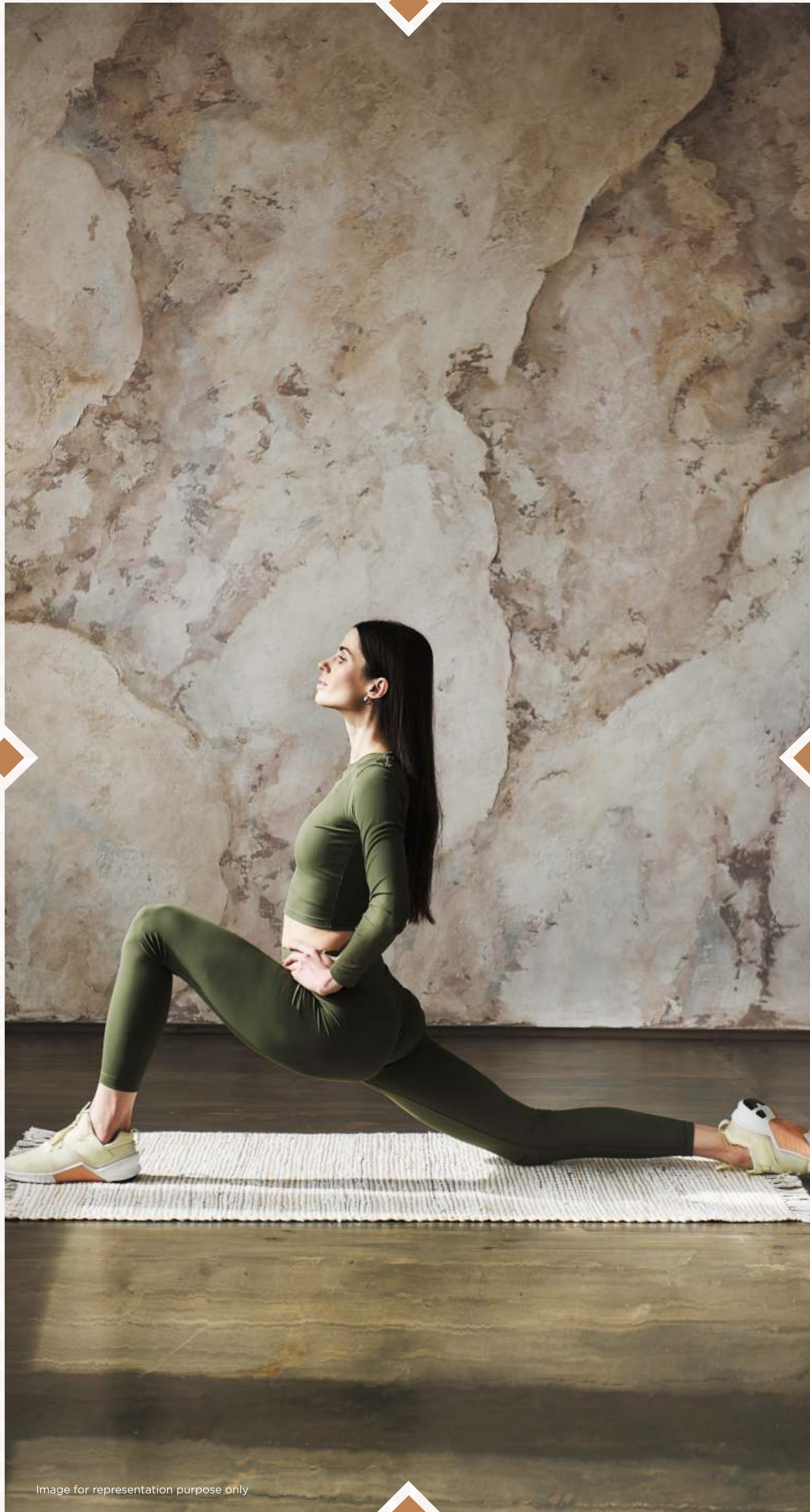


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A DESTINATION TO  
RELAX AND REJUVENATE

DECODING  
HEALTH

&

WELL-BEING



EXPERIENCE AN ADDRESS  
OF URBAN PRIVILEGES  
CELEBRATING ART & ARCHITECTURE  
OF THE 20<sup>TH</sup> CENTURY

# UPPER JUHU

# THE STYLE CODE OF MUMBAI



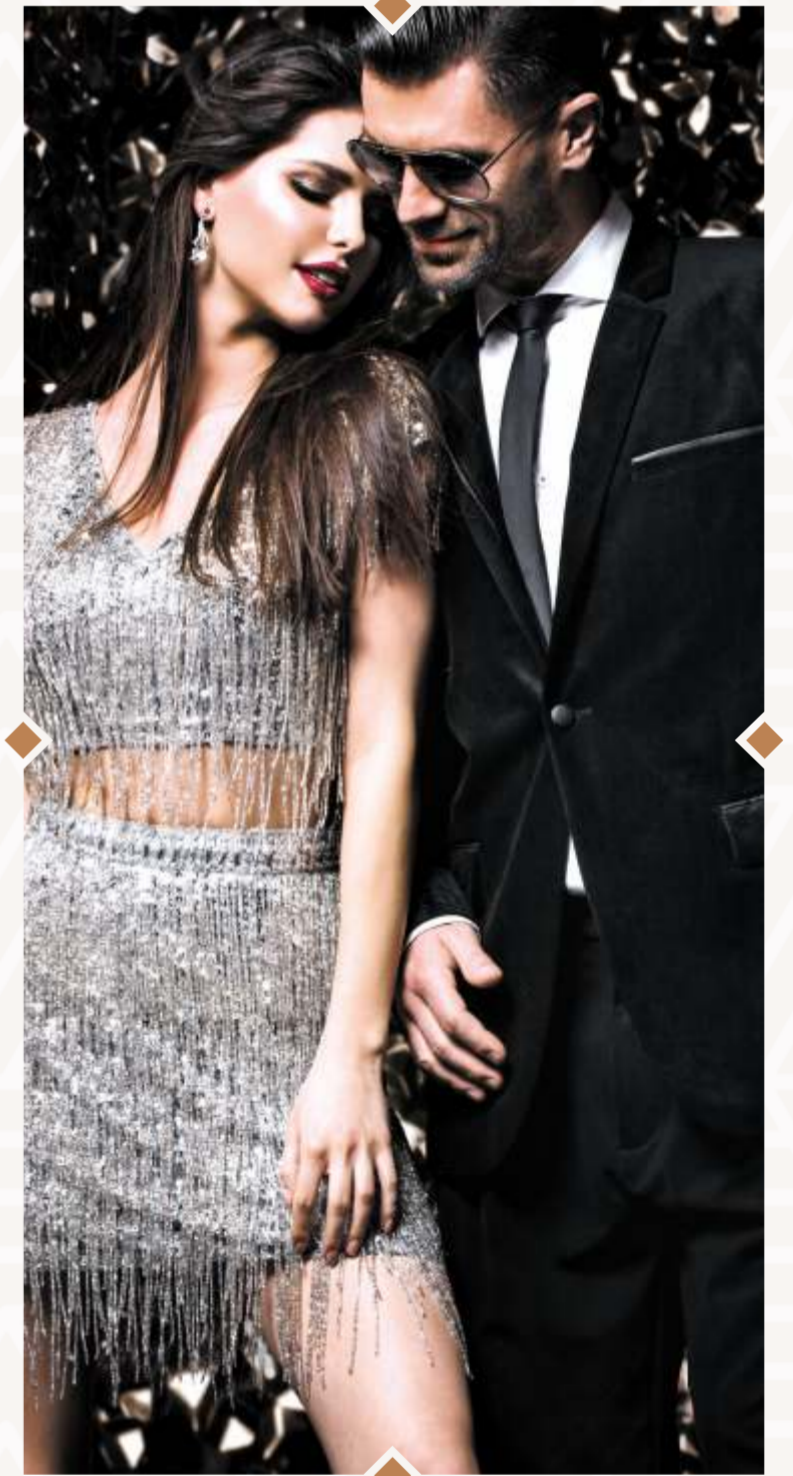
THE HUB OF  
EXCELLENT CONNECTIVITY



THE MIDTOWN  
OF THE CITY



THE LANDMARK OF  
AN EXTRAVAGANT LIFESTYLE



THE DREAM DESTINATION  
OF CELEBRITIES & CORPORATES

# THE POSH AND PRIVILEGED DESTINATION BRINGING THE WORLD WITHIN

## CONNECTIVITY HIGH POINTS



D. N. NAGAR METRO STATION  
2 MIN



ANDHERI SPORTS COMPLEX  
5 MIN



ANDHERI RAILWAY STATION  
7 MIN



THE CLUB  
3 MIN



KOKILABEN HOSPITAL  
7 MIN



INFINITI MALL  
10 MIN



YASH RAJ STUDIO  
10 MIN



JW MARRIOTT  
10 MIN



CSIA AIRPORT  
20 MIN



JUHU BEACH  
10 MIN



BANDRA KURLA COMPLEX  
25 MIN



PROMINENT SCHOOLS/COLLEGES  
WITHIN 2 KM RADIUS





# 53 WEST – UPPER JUHU, THE URBAN LUXURY LANDMARK EXUBERATING STYLE AND SOPHISTICATION

DISCOVER THE BEST OF RECREATION, HEALTH, SHOPPING, ENTERTAINMENT  
AND LIFESTYLE AVENUES WITHIN YOUR REACH



HUB OF  
CONNECTIVITY



CENTRE OF  
CONVENIENCES



ART DECO  
INSPIRED  
BUILDING ELEVATION

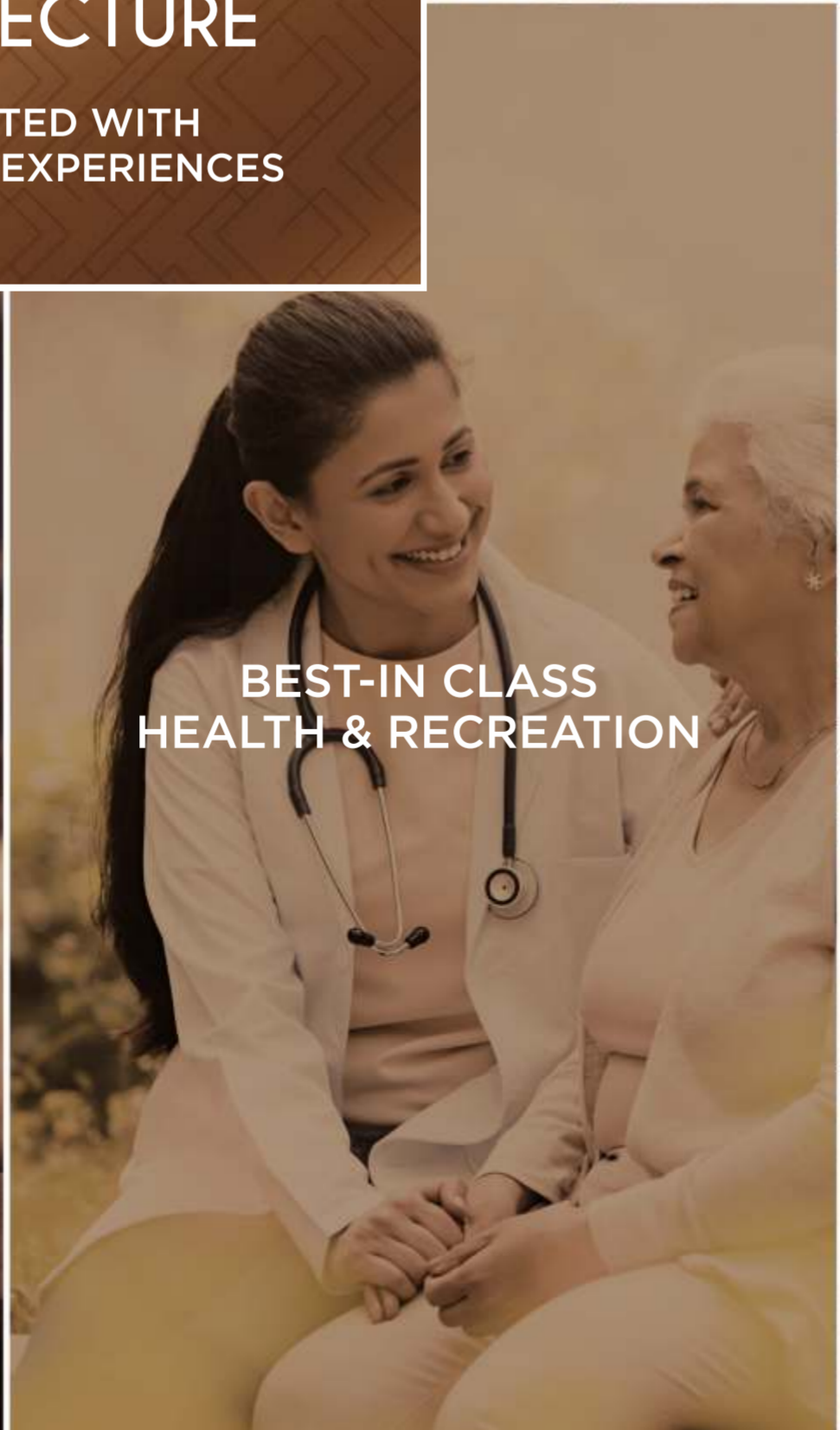


EXQUISITE  
LIVING SPACES

THE ILLUSTRIOUS  
ERA OF 'ART DECO'  
ARCHITECTURE  
  
REINVENTED WITH  
URBAN CHIC EXPERIENCES



BUSINESS &  
SHOPPING AVENUES



BEST-IN CLASS  
HEALTH & RECREATION



CAPTIVATING  
SKY LIFE



WORLD-CLASS FACILITIES  
& FITMENTS



## THE BEST OF ENTERTAINMENT & SHOPPING

### MALL & MULTIPLEXES

LOKHANDWALA HIGH STREET  
SHOPPERS STOP (JUHU & ANDHERI)  
CITI MALL  
CRYSTAL POINT MALL  
INFINITI MALL  
FUN REPUBLIC  
PVR CINEMAS (CITI MALL & JUHU)  
ANDHERI MARKET  
RELIANCE DIGITAL  
CROMA



## THE BEST OF FITNESS

### CLUBS AND GYMKHANAS

THE CLUB - UPPER JUHU  
JUHU VILEPARLE GYMKHANA  
ANDHERI SPORTS CLUB  
THE RECREATION CLUB  
CLUB MILLENNIUM  
RAHEJA CLASSIC CLUB  
COUNTRY CLUB  
POWERHOUSE GYM  
GOLD'S GYM  
FUSION FITNESS STUDIO  
48 FITNESS GYM

## THE BEST OF HEALTH CARE

### HOSPITALS

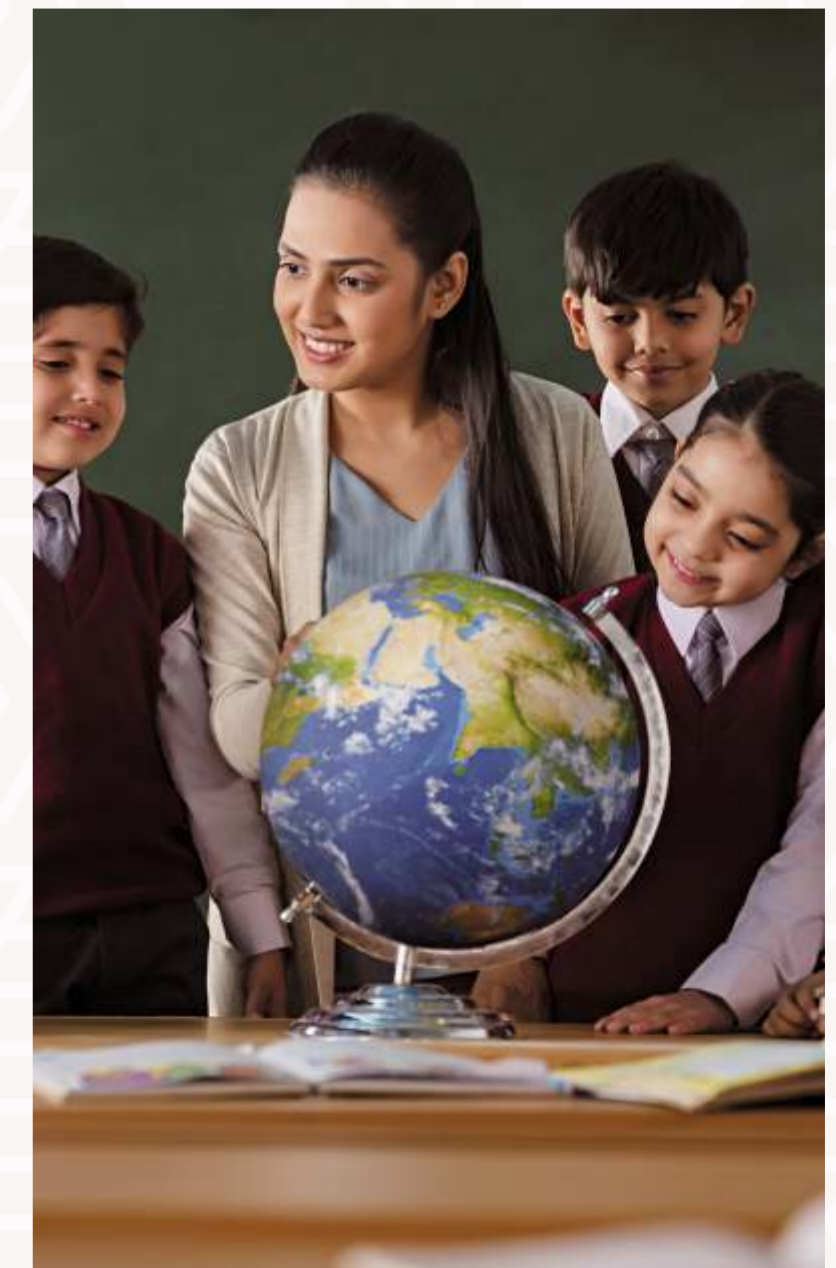
KOKILABEN DHIRUBHAI AMBANI HOSPITAL  
CRITICARE MULTISPECIALITY HOSPITAL  
BELLEVUE MULTISPECIALITY HOSPITAL  
LIFE LINE MEDICARE HOSPITAL  
SANGHVI HOSPITAL  
R.N. COOPER HOSPITAL  
NANAVATI HOSPITAL  
BHARTIYA AROGYA NIDHI HOSPITAL



## THE BEST OF EDUCATION

### SCHOOLS AND COLLEGES

JAMNABAI NARSEE SCHOOL  
ARYA VIDYA MANDIR  
BILLABONG HIGH INTERNATIONAL SCHOOL  
JANKIDEVI PUBLIC SCHOOL  
A.H. WADIA HIGH SCHOOL  
BHAVAN'S COLLEGE  
MITHIBAI COLLEGE  
S.P. JAIN INSTITUTE  
NMIMS - UNIVERSITY



## THE BEST OF BUSINESS

COMMERCIAL LANDMARKS  
LAXMI INDUSTRIAL ESTATE  
LOTUS BUSINESS PARK  
MORYA ESTATE  
CRYSTAL PLAZA  
OBEROI CHAMBERS  
VALECHA CHAMBERS



## THE BEST OF HOSPITALITY

5 & 4 STAR HOTELS  
JW MARRIOTT  
NOVOTEL JUHU  
SUN-N-SAND  
RAMADA PLAZA  
BAWA INTERNATIONAL  
THE EMPRESA HOTEL  
TAJ SANTACRUZ  
SEA PRINCESS



## THE BEST OF DINING EXPERIENCES

RESTAURANTS & EATERIES  
STARBUCKS  
BARBEQUE NATION  
MAINLAND CHINA  
MCDONALD'S  
POP TATE'S  
PUNJABI GRILL  
NORTHERN TADKA  
BRU WORLD CAFÉ  
COSTA CAFÉ  
RED BOX CAFÉ



## THE BEST OF BOLLYWOOD & TELLYWOOD

FILM STUDIOS  
YRF STUDIOS  
BALAJI TELEFILMS LTD.  
EMPIRE STUDIO  
INDIAN FILM STUDIOS  
SRI ADHIKARI BROTHERS  
(SAB TV)



WELCOME TO  
YOUR WORLD OF  
URBAN CHIC LIFESTYLE



By  
PLATINUM CORP.

ANDHERI - WEST

**PROJECT HALLMARKS**

Magnificent Tower with Art Deco Inspired  
Building Elevation

1 & 2 BHK Urban Chic Residences

Digital Door Locks & Home Automation

Convenience Shopping & Business Offices

Automated Basement Car Parking System

Double Height Grand Entrance Lobby  
with 3 High-speed Elevators

Excellent Location and Connectivity





# URBAN CHIC SKY LIFESTYLE TO CELEBRATE AND CHERISH

THOUGHTFULLY DESIGNED  
ROOFTOP RECREATION AVENUES

EXPERIENCE  
THE NOSTALGIA  
OF  
A UNIQUE SKY LIFE

YOGA & MEDITATION ZONE

NET CRICKET PITCH

LUSH PLANTATION

CAFETERIA WITH  
SERVING COUNTER

LOUNGE WITH SIT-OUTS

MEET STARS  
OVER A COFFEE

SKY CAFETERIA WITH SERVING COUNTER



# A PLACE THAT MELLOWS MOODS

SKY LOUNGE WITH SIT-OUTS



SIT, RELAX  
AND UNWIND

SKY GARDEN WITH  
VERDANT PLANTATIONS



EXPERIENCE  
AN ABODE OF PEACE

SKY YOGA & MEDITATION ZONE

UP YOUR GAME

NET CRICKET PITCH



Artist's Impression



# URBAN CHIC PRIVILEGES THAT RAISE THE BAR OF LIVING

A WELCOME,  
AS GRAND AS YOU

DOUBLE HEIGHT GRAND ENTRANCE LOBBY  
WITH 3 HIGH-SPEED ELEVATORS



# ENGAGE IN RETAIL THERAPY

EXCLUSIVE SHOPPING BOULEVARD



# WHERE FITNESS MEETS A WORLD-CLASS VENUE

— ◆ —  
WELL-EQUIPPED FITNESS CENTRE



STRIKE THE PERFECT  
WORK-LIFE BALANCE

TOP-NOTCH BUSINESS CENTRE



# A FUN WORLD FOR THE LITTLE WONDERS

CHILDREN'S CRÈCHE WITH MODERN PLAY EQUIPMENT



A man and a woman are sitting on a large, tufted, light-colored sofa in a modern living space. The woman is wearing a black dress and high heels, and the man is wearing a light-colored suit and glasses. They are looking at each other. The background shows a contemporary interior with a large floor lamp and a wire basket side table.

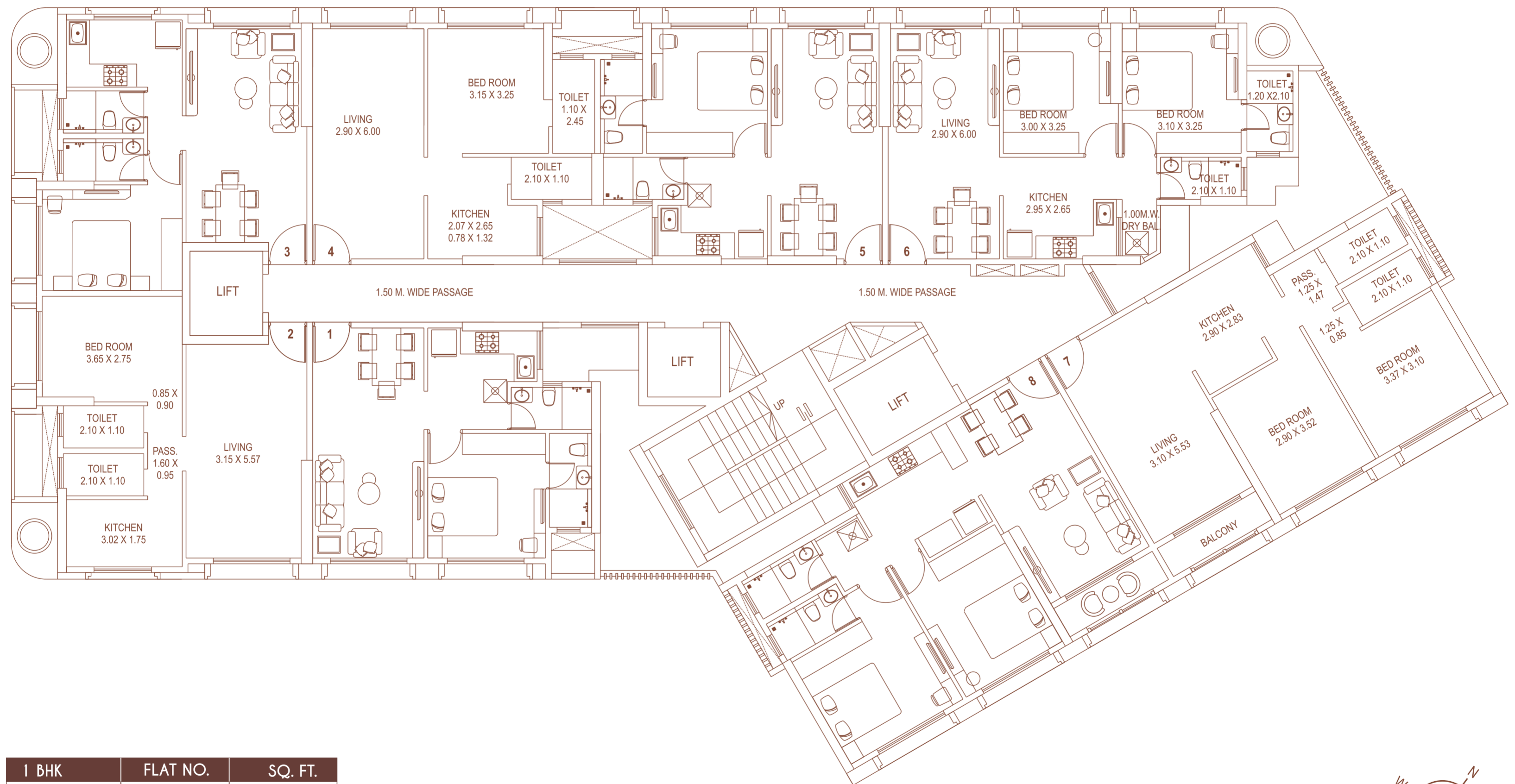
# URBAN CHIC LIVING SPACES USHERING GLAMOUR AND STYLE

ART DECO INSPIRED APARTMENTS

# SIGNATURE SPACES FOR YOUR STYLISH LIVING



# TYPICAL FLOOR PLAN



1 BHK	FLAT NO.	SQ. FT.
ELEGANT	1, 4, 5	440
SUPERIOR	2, 3	455
2 BHK	FLAT NO.	SQ. FT.
GRANDE	6	590
LUXURY	7, 8	650





# SPECS THAT REDEFINE YOUR WAY OF LIFE

## PROJECT AT A GLANCE

### HIGH POINTS

- Magnificent Tower with Art Deco Inspired Building Elevation
- 1 & 2 BHK Urban Chic Residences
- Digital Door Locks & Home Automation
- Convenience Shopping & Business Offices
- Automated Basement Car Parking System
- Double Height Grand Entrance Lobby with 3 High-speed Elevators
- Excellent Location and Connectivity

### ROOFTOP LEISURE AVENUES

- Sky Garden and Lounge with Sit-outs
- Sky Yoga and Meditation Zone
- Net Cricket Pitch
- Sky Cafeteria with Serving Counter

### LIFESTYLE AMENITIES

- Exclusive Shopping Boulevard
- Well-equipped Fitness Centre
- Top-Notch Business Lounge
- Children's Crèche with Modern Play Equipment

# PLATINUM CORP

THE NEW-AGE REALTY GROUP



Platinum Corp. represents a new age real estate development group that has a legacy of delivering Hi-Tech Value Homes for modern day urban India, across high-growth regions at affordable prices, through flexible payment plans. Its Promoters are highly qualified real estate professionals with a strong track record of delivering high quality projects on time. Their sharp business acumen, coupled with exceptional PR skills and a professional and ethical approach, have enabled the company to carve out a niche for itself in Mumbai's competitive Real Estate market. The promoters have adopted the highest levels of business ethics, transparency and best global practices from their international exposure and experience, and have created the brand - "Platinum Corp."

Platinum Corp. is mentored and supported by large and reputed corporate houses and financial institutions of the country, who are continuously encouraging its promoters to explore larger growth opportunities. With innovation at its heart and a customer-centric approach, Platinum Corp. has inspired the trust of both, its Customers and its Investors, thereby creating social, emotional and financial wealth for all its stakeholders. Having pioneered the concept of providing and successfully delivering Hi-tech Value Homes for modern urban Indians at a location of their choice, Platinum Corp. aims to continue the trend of offering a "Priceless Lifestyle" to its valued customers. With a multitude of completed and ongoing projects offering compact 1, 2 and 3 bedroom apartments at prime locations of Mumbai, Platinum Corp. is gearing up to become one of the most sought-after Developers in Mumbai.

Recognition, in the form of various awards and accolades, as well as in the form of customer testimonials, has not only reinstated what Platinum Corp stands for, but has also given an opportunity to the company to stay committed and focused on meeting the ever-changing needs of the end user - its valued customer.

## COMPLETED PROJECTS



**PLATINUM CASA DIVINE**  
ANDHERI (W)



**PLATINUM TOWER - 4**  
ANDHERI (W)



**PLATINUM TOWER - 1**  
ANDHERI (W)



**LORD'S**  
BHANDUP (W)



**PLATINUM PRIVÉ**  
UPPER JUHU

## ONGOING PROJECTS



**PLATINUM LIFE**  
ANDHERI (W)



**PLATINUM CASA MILLENNIA**  
ANDHERI (W)